

PRESS RELEASE

30 September 2024 23:01:00 CEST

Maximum Entertainment AB appoints Philippe Cohen as CEO

Stockholm, Sweden (September 30, 2024) – Maximum Entertainment AB (Nasdaq: MAXENT B) today announced that Philippe Cohen has been appointed as CEO starting immediately.

Philippe knows the Company well, as he today is Global Head of Sales and member of the Executive Team of the Company.

He sold his company Just For Games to Maximum Entertainment in February 2021. The transaction has been completed and all payments have been made.

Philippe holds 6,562,651 B-shares in Maximum Entertainment, corresponding to 12.84% of the capital and 9.50% of the votes in the Company.

“Philippe is an experienced leader with a long history from the gaming business, and a perfect candidate for leading the company”, says Torgny Hellström, Chairman of the Board.

About Philippe Cohen

Philippe Cohen, 58 yo, French national, Master's degree in Business Management from the University of Paris La Sorbonne, began his career in financial software at Sage Group before transitioning to the Edutainment and Entertainment software.

Throughout his career, Philippe has served as General Manager for several major international publishing groups, including The Learning Company, Mattel Interactive, and Mindscape. In 2011, he founded Just For Games, a video game publishing and distribution company, which he successfully sold to Maximum Entertainment in 2021.

Since then, Philippe has held the position of President of Maximum Entertainment France (formerly Just For Games) and serves as Global Head of Sales for Maximum Entertainment.

Recognized expert in the video game industry for over 25 years, Philippe brings an exceptional blend of commercial acute sense, relationship-building expertise, and entrepreneurial leadership.

This information is information that Maximum Entertainment is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-09-30 23:01 CEST.

About Maximum Entertainment

Maximum Entertainment is a global entertainment company dedicated to crafting indie to AA video game experiences through original content and licensed partnerships. A fully integrated group with a broad portfolio of content, the company emphasizes collaboration and inclusivity in its partnerships to produce the highest level of interactive entertainment. With more than 300 titles in its catalog, Maximum Entertainment has joined forces with talented creators and renowned franchises around the globe to deliver magic to the gamer in everyone. Maximum Entertainment employs experienced professionals across the entire value chain of video games including development, publishing, transmedia, sales, and operations. Visit Maximum Entertainment at www.maximument.com.

For more information, please contact:

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For more information regarding the company and investments, please contact ir@maximument.com.

Certified Adviser

Augment Partners AB, info@augment.se, tel +46 (0) 8 604 22 55, is Maximum Entertainment AB's Certified Adviser.

Attachments

[Maximum Entertainment AB appoints Philippe Cohen as CEO](#)